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News from

THE UNIVERSITY OF DAYTON
DEPARTMENT OF UNIVERSITY RELATIONS

JOE McLAUGHLIN
DIRECTOR, INFORMATION SERVICES

DAYTON, OHIO 45409 AREA CODE 513 229-2646

DAYTON, Ohio, March 4, 1974 --- Joseph J. McLaughlin has been named Acting Director of Alumni Relations at the University of Dayton.

McLaughlin who has been associated with the University of Dayton 17 years, will be responsible for the continued development and promotion of a broad alumni relations program. He spent nearly three months last fall developing a report on the total alumni program. Now, he will be traveling throughout the country to present the report to alumni groups in their hometowns. He will bring back their reactions to the plans for alumni service programs.

Mark F. Pomerleau will succeed McLaughlin as Director of Information Services for the University. He has assumed responsibilities for press and media relations and will continue as editor of the university's publications, ALUMNUS, FOCUS, and CAMPUS REPORT.

He received an undergraduate degree from UD in 1970 and a master's degree in English from UD the following year. Since then he has taught English at Sinclair Community College and at UD. He joined the University Relations Staff in November 1972.